

Project: myOC.com Online Media Kit

Assignment: Develop an online media kit for myOC.com, a division of the Orange County Register newspaper.

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Consumers have more choices online than ever before. As an advertiser, you must carefully consider the best way to allocate your Internet budget to effectively reach your target audiences.

The myOC.com family of web sites offers a wide range of customizable, community-based marketing programs that support your goals of:

- Reaching a wide local audience or a more targeted one
- Extending your reach and showcasing your company/brand
- Positioning your company as a positive force in the community
- Enhancing your public relations efforts
- Making hundreds, thousands or even millions of impressions *per month!*

Call 949-580-3993 today or email us at sales@myoc.net to learn more about our advertising, marketing and promotional packages.

Check out the special advertising programs in:

- myOCJobFinder.com
- SoCalAutoSource.com
- myOCHomeConnection.com
- myOCWebBuilder.com
- myOCSingleScene.com

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myOC.com is Orange County's hub on the Internet, bringing the people and businesses of Southern California's most vibrant communities together in a virtual space to meet, conduct business, shop and build the relationships that make Orange County the nation's #1 place to live and work.

myOC.com was built with the philosophy that the goal of online technology is to make people's Internet experience as easy as reading a newspaper but as personal as a thumbprint. Accordingly, the myOC.com family of web sites provides access to a wealth of information such as local and national news, special events, local merchants, products and services. With myOC.com, you can check out movie times, sell a car, buy a new home, learn more about your own community and much, much more — all in one place — making myOC.com one of the most popular sites in Orange County. With millions of page views per month, you can't afford NOT to take advantage of the many advertising opportunities available through the myOC.com network.

myOC.com was created in cooperation with Pulitzer Prize-winning *The Orange County Register* and its parent company, Freedom Communications, Inc., a nationwide diversified media company. This partnership allows myOC.com advertisers to partner with the newspaper on integrated marketing projects such as special events, sweepstakes, direct mail and more. Freedom Communications provides additional opportunities to reach mass-market audiences through its various media outlets.

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Putting a Face to a Name: myOC.com's Demographics

As one of the wealthiest and most Internet-savvy areas in the U.S., Orange County offers an abundance of online marketing opportunities. In fact, Orange County's \$112.6 billion economy would place it 32nd among the nations of the world. Add to that the fact that myOC.com users trust our editorial and advertising, and are willing to spend money on products and services that meet their needs, and it's easy to see that an advertising program with myOC.com should be a part of your local marketing efforts.

Orange County is **WIRED**:

- 88.4% of Orange County residents use a personal computer.
- 80% of residents have access to the Internet.
- 51% of those have shopped online in the past 3 months.
- More than 36% go online at least once a day — over five times the national average!

myOC.com network users are:

Affluent - myOC.com and OCRegister.com users have a median household income of \$83,800*.

Educated - myOC.com and OCRegister.com users average 15.1 years in school*.

Stable and Community-Oriented - 63% of the users own their own home and have an average household size of 3*.

myOC.com can help you leverage these opportunities to further your business strategies. Call 949-580-3993 today or email us at sales@myoc.net to learn more about our advertising, marketing and promotional programs.

*Source: The Orange County Register 2001 Consumer Attitude survey

Orange County Ranks...

...15th Nationally in Population

Source: 1999 Sales & Marketing Management, Survey of Buying Power

...4th Nationally In Median Household Income (\$67,025)

Source: Applied Geographic Solutions '99

...2nd Nationally in Retail Sales per Household

Source: 1999 Sales & Marketing Management, Survey of Buying Power

...14th Nationally in Buying Power

Source: 1999 Sales & Marketing Management, survey of Buying Power

...4th Nationally in Vehicle Ownership

Source: R.L. Polk Co, 7/97

...6th in National Job Growth

Source: Sales & Marketing Management 4/95

...As the "Best Place to Live"

Source: 1997 Places Rated Almanac

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*//Sub-Navigation: Need to determine how to handle this in the design.
Option: Can keep as text links and not create sub-navigation.//*

[Banner Ads](#)

[Sponsorships](#)

[Specialty Programs](#)

Connect with the people and businesses of Orange County by building awareness for your company through the myOC.com family of web sites. Our advertising opportunities and marketing programs are designed to help you effectively and efficiently reach your target audiences.

[Banner ads](#) and text links on myOC.com are a great way to maximize your online presence.

[Sponsorships](#) allow your company's message to be the first thing a consumer sees when visiting myOC.com.

[Specialty Programs](#) enhance your marketing plan through a variety of creative, customized programs that can include both online and offline opportunities.

Call 949-580-3993 today or email us at sales@myoc.net to learn more about our advertising, marketing and promotional packages.

Check out the special advertising programs in:

- myOCJobFinder.com
- SoCalAutoSource.com
- myOCHomeConnection.com
- myOCWebBuilder.com
- myOCSingleScene.com

Banner Ads

Banner ads and text links on myOC.com are a great way to connect with the people and businesses of Orange County. **Run-of-Site banner ads** can generate hundreds of thousands of impressions per month for your product or service and link consumers directly to your location. **Channel banner ads** provide a more targeted advertising program by allowing you to reach out to Orange County residents with specific interests such as entertainment, shopping, sports & recreation, travel, money and more.

The rates listed below are open rates. Please call 949-580-3900 or email sales@myoc.net for **special pricing discounts** in combination with other programs.

Contract Level*	Tile/Text CPM (120x60, 120x90)	Banner CPM (468x60, 120x240)
25,000 - 99,999	\$24	\$32
100,000 - 249,999	\$22	\$29
250,000 - 499,999	\$20	\$26
500,000 - 999,999	\$18	\$23
1,000,000 +	\$16	\$21

For channel-specific targeting, add 15%. Banner ad design services are also available. We can even help you create a custom Jump Page that includes product and service information, promotional offers or other specials. Call 949-580-3900 or email sales@myoc.net for more information.

**Minimum run: 25,000 impressions per month.*

Sponsorships

Be the first message a consumer reads when visiting myOC.com! Sponsorships are an exceptional marketing opportunity that will get your company up front and personal with the myOC.com audience. In fact, sponsorships can drive traffic to your site or location, increase your exposure and brand awareness and ultimately increase sales.

Full-site or specific-interest channel sponsorship programs provide direct promotion of your company, brand or product throughout the site with a custom online marketing campaign. Depending on your level of investment, you can enjoy the benefits of:

- Run-of-site banner advertising
- Prime, top-of-page positioning
- Channel exclusivity
- Extensive logo exposure
- Companion advertising in *The Orange County Register*
- Use of the myOC.com logo in your advertising/promotion programs
- And much more!

Section Sponsorships Available

- [Entertainment](#)
- [Home & Garden](#)
- [Money](#)
- [Travel & Tourism](#)
- [Lifestyles](#)
- [Marketplace](#)
- [Sports & Recreation](#)
- [myOCJobFinder.com](#)
- [SoCalAutoSource.com](#)
- [myOCHomeConnection.com](#)
- [myOCWebBuilder.com](#)
- [myOCSingleScene.com](#)
- [myOC Communities](#)
- And More!

To learn more about sponsorship programs, please call us at 949-580-3900 or email sales@myoc.net.

Specialty Programs

myOC.com offers a wide range of exciting programs to enhance your marketing efforts. Below are just a few of the creative ideas that can be mixed or matched to more effectively reach your target audience. Because of the highly customized nature of these programs, please call us at 949-580-3900 or email sales@myoc.net or contact your sales rep for pricing details.

Co-Branded Content & Content Integration - Sponsor one or more of our popular sections such as *Ask the Expert*, *Q&A* or *Tip of the Month*, or create original content on the myOC.com site that caters to your target audience.

Multi-Media Advertising Programs - Get more bang for your buck by combining online and offline advertising. Your ad will be strategically placed throughout the myOC.com network, targeting specific customers and content areas of interest. In addition, we can create a customized advertising program with our media partners, *The Orange County Register* and Freedom Communications, to maximize your exposure.

Email Campaigns - Send your custom email message to thousands of Orange County residents who have chosen to receive information from myOC.com. We can even include product and service coupons that will drive consumers to your brick-and-mortar locations.

Market Research - Gain a wealth of knowledge about your target audience through customized research initiatives such as online surveys, opinion polls and more. Polls provide instant results and include a marketing message and link to your web site.

Online Events - Sponsor events such as online career fairs, Q&A, chat rooms, message boards and more. myOC.com, together with *The Orange County Register*, will promote the event for maximum exposure for your company.

Online Sweepstakes/Contests - Interact directly with your target audience through original sweepstakes, contests or giveaway programs.

Event Distribution - Gain access to consumers by distributing products and/or information through the myOC.com booth at a variety of high traffic events in Orange County. This exceptional marketing program includes the creation and printing of an event card that includes your logo and company or product information.

Newsletter Sponsorship - Reach thousands of loyal myOC.com users through our weekly opt-in newsletters. Your logo will appear at the top or on the side of the email along with a link to your web site PLUS a mention in our marketplace section.

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myOC.com users trust our editorial and advertising, and are willing to spend money on products and services that meet their needs. It's easy to see that an advertising program with myOC.com can augment your local marketing efforts. To learn more about our advertising products and discuss how we can customize a program that's right for you and your budget, please use one of the contact options below.

Call

XXX-XXX-XXXX

Email

sales@myoc.net

Fill out our Online Form

First Name:

Last Name:

Title:

Company Name:

Phone Number:

//Do you need company address info?//

Email Address:

Indicate Areas of Interest (Check all that apply):

- Sponsorships
- Banner Advertising
- Specialty Advertising
- myOCJobFinder.com
- SoCalAutoSource.com
- myOCHomeConnection.com
- myOCWebBuilder.com
- myOCSingleScene.com